



KMOV
One Memorial Drive
St. Louis, MO 63102

Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Contract

845712

Schedule Dates 08/01/12-08/07/12
Advertiser McCaskill for Senate 2012 (38474)
Agency/T-Code Media Strategies & Research - VA (1523)/155303592
Product Political - US Senate (1176)
Brand Democrat (152221)
Salesperson McNamara, Julie (2389)
Sales Office KMOV-St. Louis
Buyer Name Beale,Rachael
Phone/Fax (573) 651-0964 /
CPE 11494
Account Types Local/Political Candidate - Agency
Billing Type Standard
Comments 8/1-8/7/12

Date Entered 07/30/12
Last Modified 08/02/12
Entered By Bridget Hurst
CO-OP No
Headline # 8/1-8/7/12
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,956.50
Net Total \$16,753.50
Sales Tax

St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Aug. 2012	35	\$19,710.00
Grand Total:	35	\$19,710.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/02/12-08/02/12	4	:30	48386- News @ 5am					1				1	\$70.00	\$70.00	St. Louis (KMOV) (KMOV)		7/30/12
2.0	Normal Line / SPOT	08/06/12-08/07/12	4	:30	20015- News @ 6am M-F		1	1						2	\$135.00	\$270.00	St. Louis (KMOV) (KMOV)		7/30/12
3.0	Normal Line / SPOT	08/01/12-08/03/12	1	:30	20015- News @ 6am M-F				1		1			2	\$350.00	\$700.00	St. Louis (KMOV) (KMOV)		7/30/12
4.0	Normal Line / SPOT	08/02/12-08/03/12	4	:30	131968- CBS This Morning					1	1				\$65.00		St. Louis (KMOV) (KMOV)		7/30/12
4.0.1	Closed Preempt	08/03/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - bump rate/ Political	
4.0.2	Closed Preempt	08/02/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - bump rate/ Political	
5.0	Normal Line / SPOT	08/06/12-08/06/12	4	:30	131968- CBS This Morning		1								\$65.00		St. Louis (KMOV) (KMOV)		7/30/12
5.0.1	Closed Preempt	08/06/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - bump rate BOD 7/30/12; can't rotate any sp	
6.0	Normal Line / SPOT	08/05/12-08/05/12	1	:30	20132- CBS Sunday Morning								1	1	\$600.00	\$600.00	St. Louis (KMOV) (KMOV)		7/30/12
7.0	Normal Line / SPOT	08/01/12-08/01/12	1	:30	20022- Price is Right				1					1	\$400.00	\$400.00	St. Louis (KMOV) (KMOV)		7/30/12

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8.0	Normal Line / SPOT	08/03/12-08/03/12	1	:30	20023- News @ 12noon M-F						1			1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)		7/30/12
9.0	Normal Line / SPOT	08/01/12-08/03/12	4	:30	28663- Dr. Phil				1		1			2	\$225.00	\$450.00	St. Louis (KMOV) (KMOV)		7/30/12
10.0	Normal Line / SPOT	08/06/12-08/06/12	4	:30	28663- Dr. Phil		1							1	\$225.00	\$225.00	St. Louis (KMOV) (KMOV)		7/30/12
11.0	Normal Line / SPOT	08/02/12-08/02/12	4	:30	20029- Young and the Restless					1				1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)		7/30/12
12.0	Normal Line / SPOT	08/01/12-08/03/12	1	:30	20054- News @ 5pm M-F				1		1			2	\$950.00	\$1,900.00	St. Louis (KMOV) (KMOV)		7/30/12
13.0	Normal Line / SPOT	08/06/12-08/06/12	4	:30	20054- News @ 5pm M-F		1							1	\$400.00	\$400.00	St. Louis (KMOV) (KMOV)		7/30/12
14.0	Normal Line / SPOT	08/02/12-08/02/12	1	:30	20055- News @ 6pm M-F					1				1	\$900.00	\$900.00	St. Louis (KMOV) (KMOV)		7/30/12
15.0	Normal Line / SPOT	08/06/12-08/06/12	4	:30	20055- News @ 6pm M-F		1							1	\$385.00	\$385.00	St. Louis (KMOV) (KMOV)		7/30/12
16.0	Normal Line / SPOT	08/04/12-08/04/12	4	:30	20103- News @ 6pm Sa							1		1	\$135.00	\$135.00	St. Louis (KMOV) (KMOV)		7/30/12
17.0	Normal Line / SPOT	08/06/12-08/06/12	4	:30	20053- Entertainment Tonight		1							1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)		7/30/12
18.0	Normal Line / SPOT	08/01/12-08/01/12	1	:30	20053- Entertainment Tonight				1					1	\$1,200.00	\$1,200.00	St. Louis (KMOV) (KMOV)		7/30/12
19.0	Normal Line / SPOT	08/05/12-08/05/12	4	:30	20141- 60 Minutes								1	1	\$1,000.00	\$1,000.00	St. Louis (KMOV) (KMOV)		7/30/12

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20.0	Normal Line / SPOT	08/06/12-08/06/12	4	:30	20062- News @ 10pm M-F		1							1	\$675.00	\$675.00	St. Louis (KMOV) (KMOV)		7/30/12
21.0	Normal Line / SPOT	08/01/12-08/03/12	1	:30	20062- News @ 10pm M-F				1	1	1			3	\$1,500.00	\$4,500.00	St. Louis (KMOV) (KMOV)		7/30/12
22.0	Normal Line / SPOT	08/04/12-08/04/12	1	:30	20108- News @ 10pm Sat							1		1	\$850.00	\$850.00	St. Louis (KMOV) (KMOV)		7/30/12
23.0	Normal Line / SPOT	08/05/12-08/05/12	1	:30	20789- News @ 10pm Sun								1	1	\$1,500.00	\$1,500.00	St. Louis (KMOV) (KMOV)		7/30/12
24.0	Normal Line / SPOT	08/01/12-08/03/12	1	:30	20063- Late Show with David Letterman				1	1	1			3	\$450.00	\$1,350.00	St. Louis (KMOV) (KMOV)		7/30/12
25.0	Normal Line / SPOT	08/04/12-08/04/12	4	:30	20110- St. Louis Country							1		1	\$40.00	\$40.00	St. Louis (KMOV) (KMOV)		7/30/12
26.0	Normal Line / SPOT	08/05/12-08/05/12	4	:30	20144- Sports Sunday								1	1	\$135.00	\$135.00	St. Louis (KMOV) (KMOV)		7/30/12
27.0	M/G For 4.0.1 / SPOT	08/03/12-08/03/12	1	:30	131968- CBS This Morning	1					X			1	\$225.00	\$225.00	St. Louis (KMOV) (KMOV)		8/2/12
28.0	M/G For 4.0.2,5.0.1 / SPOT	08/06/12-08/07/12	1	:30	131968- CBS This Morning	2	X	X						2	\$225.00	\$450.00	St. Louis (KMOV) (KMOV)		8/2/12

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